



Department of
the Secretary of State

Bureau of Motor Vehicles

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Secretary of State
Bureau of Motor Vehicles
Application for Dealer
Sales Promotion

Please use a separate application for each promotion license location and type.

Type of Promotion License:

☐ Attended Sales Promotion
(valid up to 90 days)
Fee \$150.00

☐ Unattended Sales Promotion
(valid for 1 - 7 days)
Fee \$50.00

☐ Unattended Sales Promotion
(valid for 8 - 60 days)
Fee \$100.00

☐ Unattended Sales Promotion
(valid up to 1 year)
Fee \$150.00

Dealership Name: _____

Dealership License Number: _____ Business Phone: _____

Franchise Being Displayed: _____

Promotion Location Name(s), Address(es) and Date(s):

Maine law (please see reverse of this application) does not allow a new vehicle dealer to locate a promotion outside that dealer's area of responsibility as defined by the dealer's franchise agreement.

Is this promotion location within your franchise area
of responsibility: ☐ Yes ☐ No

Payment may be made by credit card:

Type: Visa Mastercard Number: _____
Expiration Date: _____
Name on Credit Card: _____

Signature of Applicant

Title

Date

Title 29-A MRSA Section 957-3. Attended sales promotion. The Secretary of State may issue to a dealer a 90-day permit to operate an attended sales promotion at one or more locations inside this State. A request for an attended sales promotion must be submitted to the Secretary of State at least 48 hours before the proposed promotion date and must contain the proposed promotion dates. The promotion must comply with applicable building codes and zoning and land use ordinances. A new vehicle dealer who requests a permit under this subsection for a promotion involving new vehicles may not locate the promotion outside that dealer's area of responsibility as defined by the dealer's franchise agreement. A dealer who operates an attended sales promotion at an agricultural fair or other agricultural event is exempt from this subsection. An equipment dealer or trailer dealer is exempt from this subsection if the sales promotion does not include motor vehicles and does not exceed 90 continuous days. The fee for a 90-day attended sales promotion permit is \$150.00. The permit may be renewed.

Title 29-A MRSA Section 957-4. Unattended sales promotion. The Secretary of State may issue to a dealer a permit to operate an unattended sales promotion. A request for an unattended sales promotion must be submitted to the Secretary of State at least 48 hours before the proposed promotion and contain the proposed promotion dates, if applicable, a copy of a contract between the dealer and the promotion sponsor. The promotion and any use of a location must comply with applicable building codes and zoning and land use ordinances. A new vehicle dealer who requests a permit under the subsection for a promotion involving new vehicles may not located the promotion outside that dealer's area of responsibility as defined by the dealer's franchise agreement. An equipment dealer or trailer dealer is exempt from this subsection if the the sales promotion does not include motor vehicles and does not exceed 90 continuous days. The fee for an unattended sales promotion is:

- A. Fifty dollars if the promotion runs 7 days or less;
- B. One hundred dollars if the promotion runs between 8 and 60 days; or
- C. One hundred fifty dollars if the promotion runs more than 60 days.